



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Buying Time, LLC
650 Massachusetts Avenue NW
Suite 210
Washington, DC 20001

Contract # 327013

Schedule Dates 10/25/12-10/29/12
Advertiser Pol/L Coleman/D/LTG/NC (16812)
Agency Buying Time, LLC (2536)
Product Political (1065)
Brand 2179 LTG (135195)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name KIEBAHN KATE
Phone/Fax /
CPE 372/378/2179
Account Types National/Political
Billing Type Standard
Comments COLEMAN FOR LT GOV
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** LINDA COLEMAN FOR
LIEUTENANT GOVERNOR

Date Entered 08/14/12
Last Modified 08/14/12
Entered By Jill Hipskind
CO-OP No
Headline # 06276598
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,014.50
Net Total \$28,415.50
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Oct. 2012 24 \$22,405.00
Nov. 2012 11 \$11,025.00
Grand Total: 35 \$33,430.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	5A- 5:30A (EST)						1			1	\$525.00	\$525.00	Charlotte (WSOC)	EYEWITNESS NEWS 5A	8/14/12
2.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	5P- 5:30P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:00PM	8/14/12
3.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	5:30A- 6A (EST)						1			1	\$525.00	\$525.00	Charlotte (WSOC)	EYEWITNESS NEWS 5A	8/14/12
4.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	5:30P- 6P (EST)						1			1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:30PM	8/14/12
5.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	6A- 6:30A (EST)						1			1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	EYEWITNESS NEWS 6A	8/14/12
6.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	6P- 6:30P (EST)						1			1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWITNESS NEWS 6:00PM	8/14/12
7.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	6:30A- 7A (EST)						1			1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	EYEWITNESS NEWS 630A	8/14/12
8.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	7A- 8A (EST)						1			1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GOOD MORNING AMERICA	8/14/12
9.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	8A- 9A (EST)						1			1	\$975.00	\$975.00	Charlotte (WSOC)	GOOD MORNING AMERICA	8/14/12
10.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	11P- 11:35P (EST)								1	1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS 11P	8/14/12
11.0	Normal Line / Spot	10/29/12-10/29/12	5	:30	12P- 1P (EST)									1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS MIDDAY	8/14/12
12.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5A- 5:30A (EST)									1	\$525.00	\$525.00	Charlotte (WSOC)	EYEWITNESS NEWS 5A	8/14/12
13.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5P- 5:30P (EST)									1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:00PM	8/14/12
14.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:30A- 6A (EST)									1	\$525.00	\$525.00	Charlotte (WSOC)	EYEWITNESS NEWS 5A	8/14/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

Bookend P/B Piggy Back

Printed At: 09:51 AM on Wednesday, August 15 2012



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Buying Time, LLC
650 Massachusetts Avenue NW
Suite 210
Washington, DC 20001

Contract # 327013

Schedule Dates 10/25/12-10/29/12
Advertiser Pol/L Coleman/D/LTG/NC (16812)
Agency Buying Time, LLC (2536)
Product Political (1065)
Brand 2179 LTG (135195)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name KLEBAHN, KATE
Phone/Fax /
CPE 372/378/2179
Account Types National/Political
Billing Type Standard
Comments COLEMAN FOR LT GOV
***** THIS IS A CASH IN ADVANCE SCHEDULE *****
LIEUTENANT GOVERNOR

Date Entered 08/14/12
Last Modified 08/14/12
Entered By Jill Hipskind
CO-OP No
Headline # 06276598
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,014.50
Net Total \$28,415.50
Sales Tax

Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Oct. 2012	24	\$22,405.00
Nov. 2012	11	\$11,025.00
Grand Total:	35	\$33,430.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:30P- 6P (EST)	1	1							1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:30PM	8/14/12
16.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	6A- 6:30A (EST)	1	1							1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	EYEWITNESS NEWS 6A	8/14/12
17.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	6P- 6:30P (EST)	1	1							1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWITNESS NEWS 6:00PM	8/14/12
18.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	6:30A- 7A (EST)	1	1							1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	EYEWITNESS NEWS 630A	8/14/12
19.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	7A- 8A (EST)	1	1							1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GOOD MORNING AMERICA	8/14/12
20.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	8A- 9A (EST)	1	1							1	\$975.00	\$975.00	Charlotte (WSOC)	GOOD MORNING AMERICA	8/14/12
21.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	12P- 12:30P (EST)							1		1	\$390.00	\$390.00	Charlotte (WSOC)	EYEWITNESS NEWS SATURDAY	8/14/12
22.0	Normal Line / Spot	10/27/12-10/27/12	5	:30	7P- 7:30P (EST)							1		1	\$490.00	\$490.00	Charlotte (WSOC)	EYEWITNESS NEWS SAT 6P	8/14/12
23.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	7A- 8A (EST)							1		1	\$425.00	\$425.00	Charlotte (WSOC)	SATURDAY AM NEWS	8/14/12
24.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	8A- 9A (EST)							1		1	\$625.00	\$625.00	Charlotte (WSOC)	SATURDAY GMA	8/14/12
25.0	Normal Line / Spot	10/25/12-10/25/12	4	:30	11P- 11:35P (EST)							1		1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS 11P	8/14/12
26.0	Normal Line / Spot	10/25/12-10/25/12	5	:30	12P- 1P (EST)							1		1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS MIDDAY	8/14/12
27.0	Normal Line / Spot	10/25/12-10/25/12	4	:30	5A- 5:30A (EST)							1		1	\$525.00	\$525.00	Charlotte (WSOC)	EYEWITNESS NEWS 5A	8/14/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Buying Time, LLC
650 Massachusetts Avenue NW
Suite 210
Washington, DC 20001

Contract # 327013

Schedule Dates 10/25/12-10/29/12
Advertiser Pol/L Coleman/D/LTG/NC (16812)
Agency Buying Time, LLC (2536)
Product Political (1065)
Brand 2179 LTG (135195)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name KLEBAHN, KATE
Phone/Fax /
CPE 372/378/2179
Account Types National/Political
Billing Type Standard
Comments COLEMAN FOR LT GOV
***** THIS IS A CASH IN ADVANCE SCHEDULE *****
LIEUTENANT GOVERNOR

Date Entered 08/14/12
Last Modified 08/14/12
Entered By Jill Hipskind
CO-OP No
Headline # 06276598
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,014.50
Net Total \$28,415.50
Sales Tax

Charlotte (WSOC)
By Broadcast Month

Month	Spots	Rate
Oct. 2012	24	\$22,405.00
Nov. 2012	11	\$11,025.00
Grand Total:	35	\$33,430.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
28.0	Normal Line / Spot	10/25/12-10/25/12	4	:30	5P-5:30P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:00PM	8/14/12
29.0	Normal Line / Spot	10/25/12-10/25/12	4	:30	5:30A- 6A (EST)					1				1	\$525.00	\$525.00	Charlotte (WSOC)	EYEWITNESS NEWS 5A	8/14/12
30.0	Normal Line / Spot	10/25/12-10/25/12	4	:30	5:30P- 6P (EST)					1				1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:30PM	8/14/12
31.0	Normal Line / Spot	10/25/12-10/25/12	4	:30	6A- 6:30A (EST)					1				1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	EYEWITNESS NEWS 6A	8/14/12
32.0	Normal Line / Spot	10/25/12-10/25/12	4	:30	6P- 6:30P (EST)					1				1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWITNESS NEWS 6:00PM	8/14/12
33.0	Normal Line / Spot	10/25/12-10/25/12	4	:30	6:30A- 7A (EST)					1				1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	EYEWITNESS NEWS 630A	8/14/12
34.0	Normal Line / Spot	10/25/12-10/25/12	4	:30	7A- 8A (EST)					1				1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GOOD MORNING AMERICA	8/14/12
35.0	Normal Line / Spot	10/25/12-10/25/12	4	:30	8A- 9A (EST)					1				1	\$975.00	\$975.00	Charlotte (WSOC)	GOOD MORNING AMERICA	8/14/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

AUG13/12 18.3
*** WSOC-TV ***

PROGRAM : EYEWITNESS NEWS 5A
CON COM1: EYEWITNESS NEWS 5A

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
4			530P-600P PROGRAM : EYEWITNESS NEWS 5:30PM CON COM1: EYEWITNESS NEWS 5:30PM	30	4	\$1,300.00	10/26	10/26	1		FRI	1
5			600A-630A PROGRAM : EYEWITNESS NEWS 6A CON COM1: EYEWITNESS NEWS 6A	30	4	\$1,175.00	10/26	10/26	1		FRI	1
6			600P-630P PROGRAM : EYEWITNESS NEWS 6:00PM CON COM1: EYEWITNESS NEWS 6:00PM	30	4	\$1,500.00	10/26	10/26	1		FRI	1
7			630A-700A PROGRAM : EYEWITNESS NEWS 630A CON COM1: EYEWITNESS NEWS 630A	30	4	\$1,175.00	10/26	10/26	1		FRI	1
8			700A-800A PROGRAM : GOOD MORNING AMERICA CON COM1: GOOD MORNING AMERICA	30	4	\$1,075.00	10/26	10/26	1		FRI	1
9			800A-900A PROGRAM : GOOD MORNING AMERICA CON COM1: GOOD MORNING AMERICA	30	4	\$975.00	10/26	10/26	1		FRI	1
10			1100P-1135P PROGRAM : EYEWITNESS NEWS 11P CON COM1: EYEWITNESS NEWS 11P	30	4	\$1,200.00	10/29	10/29	1		MON	1
11			1200N-100P PROGRAM : EYEWITNESS NEWS MIDDAY CON COM1: EYEWITNESS NEWS MIDDAY	30	5	\$375.00	10/29	10/29	1		MON	1
12			500A-530A PROGRAM : EYEWITNESS NEWS 5A CON COM1: EYEWITNESS NEWS 5A	30	4	\$525.00	10/29	10/29	1		MON	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			500P-530P PROGRAM : EYEWITNESS NEWS 5:00PM CON COM1: EYEWITNESS NEWS 5:00PM	30		\$1,200.00	10/29	10/29	1		MON	1
14			530A-600A PROGRAM : EYEWITNESS NEWS 5A CON COM1: EYEWITNESS NEWS 5A	30		\$525.00	10/29	10/29	1		MON	1
15			530P-600P PROGRAM : EYEWITNESS NEWS 5:30PM CON COM1: EYEWITNESS NEWS 5:30PM	30		\$1,300.00	10/29	10/29	1		MON	1
16			600A-630A PROGRAM : EYEWITNESS NEWS 6A CON COM1: EYEWITNESS NEWS 6A	30		\$1,175.00	10/29	10/29	1		MON	1
17			600P-630P PROGRAM : EYEWITNESS NEWS 6:00PM CON COM1: EYEWITNESS NEWS 6:00PM	30		\$1,500.00	10/29	10/29	1		MON	1
18			630A-700A PROGRAM : EYEWITNESS NEWS 630A CON COM1: EYEWITNESS NEWS 630A	30		\$1,175.00	10/29	10/29	1		MON	1
19			700A-800A PROGRAM : GOOD MORNING AMERICA CON COM1: GOOD MORNING AMERICA	30		\$1,075.00	10/29	10/29	1		MON	1
20			800A-900A PROGRAM : GOOD MORNING AMERICA CON COM1: GOOD MORNING AMERICA	30		\$975.00	10/29	10/29	1		MON	1
21			1200N-1230P PROGRAM : EYEWITNESS NEWS SATURDAY CON COM1: EYEWITNESS NEWS SATURDAY	30		\$390.00	10/27	10/27	1		SAT	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			700P-730P PROGRAM : EYEWITNESS NEWS SAT 6P CON COM1: EYEWITNESS NEWS SAT 6P	30	5	\$490.00	10/27	10/27	1		SAT	1
23			700A-800A PROGRAM : SATURDAY AM NEWS CON COM1: SATURDAY AM NEWS	30	4	\$425.00	10/27	10/27	1		SAT	1
24			800A-900A PROGRAM : SATURDAY GMA CON COM1: SATURDAY GMA	30	4	\$625.00	10/27	10/27	1		SAT	1
25			1100P-1135P PROGRAM : EYEWITNESS NEWS 11P CON COM1: EYEWITNESS NEWS 11P	30	4	\$1,200.00	10/25	10/25	1		THU	1
26			1200N-100P PROGRAM : EYEWITNESS NEWS MIDDAY CON COM1: EYEWITNESS NEWS MIDDAY	30	5	\$375.00	10/25	10/25	1		THU	1
27			500A-530A PROGRAM : EYEWITNESS NEWS 5A CON COM1: EYEWITNESS NEWS 5A	30	4	\$525.00	10/25	10/25	1		THU	1
28			500P-530P PROGRAM : EYEWITNESS NEWS 5:00PM CON COM1: EYEWITNESS NEWS 5:00PM	30	4	\$1,200.00	10/25	10/25	1		THU	1
29			530A-600A PROGRAM : EYEWITNESS NEWS 5A CON COM1: EYEWITNESS NEWS 5A	30	4	\$525.00	10/25	10/25	1		THU	1
30			530P-600P PROGRAM : EYEWITNESS NEWS 5:30PM CON COM1: EYEWITNESS NEWS 5:30PM	30	4	\$1,300.00	10/25	10/25	1		THU	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
31			600A-630A	30	4	\$1,175.00	10/25	10/25	1		THU	1
PROGRAM : EYEWITNESS NEWS 6A CON COM1: EYEWITNESS NEWS 6A												
32			600P-630P	30	4	\$1,500.00	10/25	10/25	1		THU	1
PROGRAM : EYEWITNESS NEWS 6:00PM CON COM1: EYEWITNESS NEWS 6:00PM												
33			630A-700A	30	4	\$1,175.00	10/25	10/25	1		THU	1
PROGRAM : EYEWITNESS NEWS 630A CON COM1: EYEWITNESS NEWS 630A												
34			700A-800A	30	4	\$1,075.00	10/25	10/25	1		THU	1
PROGRAM : GOOD MORNING AMERICA CON COM1: GOOD MORNING AMERICA												
35			800A-900A	30	4	\$975.00	10/25	10/25	1		THU	1
PROGRAM : GOOD MORNING AMERICA CON COM1: GOOD MORNING AMERICA												
OCT/12			22405.00			NOV/12			11025.00			
CONTRACT TOTAL												33430.00
TOTAL SPOTS												35

MARKET TOTALS \$68,224 WSOC 49% WBTV 36% WCNC 11% WCCB 4% WJZY 0% WMYT 0% WAXN 0%
 CABL 0%

SVC- NSI
 DEMOS- RA35+*